Several studies have been conducted as regards retail sector and the paradigm shifts it is experiencing. A brief review of the various studies bearing direct or indirect relevance with the present study has been presented in this chapter. As the Indian retail market has witnessed increasing growth rates, changing demographics, growing dispensable incomes and increasing Governmental initiatives in development, an attempt has been made to encompass different facets while reviewing the relevant literature.

Asher (1928) advocated that advertising was the most important single factor that determined the familiarity of the consumers to the stores. The test was conducted on 112 high school seniors of Austin, Texas. It showed that newspaper advertising played significant role in familiarizing stores to more and more customers and thereby helped in attracting more customers.

In his study Smith (1956) had talked about the upcoming of shopping centers with the change in trends. These centers were located with stores either around mall or in a cluster providing more services to consumers like air-conditioning, more parking space and ample space for pedestrians. The consumer shopping behaviour was non different towards shopping centers; from whatever age, income, family background they were. In brief, it talked about the extension of shopping centers in place of small stores in their balanced distribution over different regions.

Bliss (1956) expressed his opinion about two factors – pre-retailing, that is, retailing by manufacturers, and changing buying habits of consumers. Those were two factors that needed more attention, which was taken away by parameters like population shifts, shopping centers, and discount houses. He explained the benefits of pre-retailing in shifting the consumer behaviour and increasing patronage of consumers towards retailers.
Stedman (1956) had described the changing shopping behaviour of consumers with the shopping centers as a new retail format. Although the consumers needed to travel more distance, as these stores were located at the outskirts, still the ‘one-stop shop’ feature introduced by them lured people to visit and shop there.

Russel (1957) in his study had explained the relationship between the increases in income that had led to increase in retail sales in a particular geographical area under study. Moreover, it had also been focused in the study that communities that have income people develop fast and attract consumers not only from the local area but also from the neighbouring suburbs and central city that resulted in overall high retail sales.

Smith (1957) conducted a study to know the attitude of retailers towards shopping centers and concluded that they prefer to shift their shops in a center. The study also explained that the volume of the center-traffic affects the success of a store in a shopping center, which varies, directly with the size of the center and rate of growth in the supporting community.

Jaffreys (1968) discussed the working of large retail formats in Europe to increase sales. He included 50 largest retail formats and studied the similarities and differences among those retail stores. He also did useful forecasting for those big formats, which they could use in future.

Hiller (1971) conducted a study in two suburban areas in UK to examine the attitude of consumers and local authorities regarding the opening of ‘out-of-town’ shopping centers. Though these kinds of stores provided numerous additional benefits than other stores but the consumers and local authorities did not find those stores more acceptable.

Tietz (1971) analyzed the current status of the development of retail and wholesale distribution in Europe. He also forecasted the future trends on the basis of distribution of retail and wholesale market considering the problems and challenges they might face.

Pickering (1972) discussed the hypermarket retail format in its initial stage in UK. The hypermarkets were analyzed with their impact on the retail system. The study summarized
that hypermarkets might not come out as a revolutionary format in the retail system but they had introduced a whole new concept of self-service.

Today, hypermarket is considered as one of the most popular and widely acceptable retail format throughout the world.

Albaum et al. (1980) were of the view that in order to increase store patronage/loyalty by the current customers as well as for attracting new potential customers, the retail stores need to formulate new and different strategies. The study was conducted on 225 adult females and the analysis was based upon two different multiple discriminant analyses. For the present customers, store under study were discriminated on the basis of different selected store attributes whereas for the potential customers the factors covered under core competency were selected. The results of the study concluded that present and future customers could be attracted by different marketing strategies.

Kristenson (1983) underlined the importance of strategic planning and its complexities. He further discussed the importance of information regarding customers. He had considered four factors as needs or motives; attitudes or patterns of consumption, consumption habits and purchasing habits that helped retailers in increasing profits. The retailers were advised on the basis of the research to take due care of complexity of the products and so plan strategically.

The research by Lumpkin and Hawes (1985) provided a profile of the general merchandise purchase rate and the demographic and psychographic characteristics of nonusers, infrequent users, and frequent users of catalogue shopping. The results of this research indicated that catalog frequency-of-use groups had relatively distinct profiles. This suggested the efficacy of employing a market segmentation strategy in the distribution of consumer goods through catalogs. The determination of aggregate group differences indicated that frequency of use might be a viable basis for the segmentation of this market. The variant needs and wants of each frequency-of-use segment had suggested the relative importance of various controllable marketing mix elements, so that an effective marketing strategy specifically designed for each well-defined target market could be developed.
Hildebert (1988) talked of an approach that had become particularly noticed and focused on the exploration of key factors of success and the prediction of the performance of businesses. The success or failure of a strategic business unit was assumed to be attributable to a limited number of key factors that were valid predictors of success across different types of businesses. In this study, the analysis of customer evaluations of the key factors was proposed. A representative sample of households was used to test a measurement model of retail store image that captured the customer perception of strategic variables like quality and price level. The factors derived were used to predict an indicator for business success.

Mulhern and Leone (1990) talked of a little-used method in business research, the “natural experiment.” The two states were promotions for a grocery store: the first state was “many items at small discounts,” while the second was “a small number of items at large discounts.” The methodology used was time series intervention analysis, with the two discount treatments applied consecutively. The results suggested that deep price cuts on a small number of items were more effective; however, customer traffic did not seem affected.

In another study, Stoltman et al. (1990) suggested that brand choice behaviour might not be the mode used by some consumers in choosing products on a single shopping trip. Rather than a product-entered framework for explaining shopping behaviour, they suggested that the nature of the consumer choice process varied across products and within products across consumers.

Mittelstaedt and Stassen (1990) suggested that joint shopping could lead to inventory overlap as a viable strategy as they studied cross shopping within the framework of overlapping assortments. Thus, they said, there was a trade off, with extent of inventory overlap offset by increasing incremental costs and decreasing incremental costs. Their patronage strategy suggested that an optimal strategy with respect to inventory overlap could be determined.
The article by Finn and Louviere (1990) suggested the importance to the retailer in knowing what variables consumers considered when evaluating retail alternatives and what configuration of those result in a positive evaluation. Their research suggested that shopping-center consideration sets be used in developing shopper segments. Those segments were evaluated with respect to shopping-center choice parameters.

From a different perspective, Ozment and Martin (1990) examined the effects of changes in the retail competitive environment on small rural trade areas. The thesis of the study was that the arrival of large retail chain stores had a devastating impact on the economies of small rural areas. They suggested that many small-town retailers found it difficult to compete with the modern marketing practices of the large discount retail chains.

Darden and Dorsch (1990) presented a theory of action that capitalizes on the activity patterns of shoppers from a strategic perspective. How consumers created action strategies, was suggested as more important for understanding shopping behaviour than understanding how intentions to shop were formed. They also offered several testable propositions for further research.

Rust and Zahorik (1993) underlined the importance of recognizing the elements that helped retailers in accounting the customers’ satisfaction that would help them not only in focusing on those elements but also raising their market share by providing more satisfaction to customers. The authors developed a mathematical model that was expected to help managers in knowing the elements that highly influenced the customers. They suggested that the customer satisfaction programs could be framed that would indicate the elements to be or not to be focused upon in relevance to their benefits and investments on them so as to get at least the minimum safe return.

Donovan et al. (1994) emphasized in their study about the effect of emotions during shopping on actual shopping behaviour of consumers. The study was an extension of study by Donovan and Rossiter (1982), which emphasized the intentions of buyer before and after shopping about the time to be spent in store. Whereas, in the current study, the authors were of the opinion that in addition to the cognitive factors like variety and quality of
merchandise, price specializing and value for money; emotional factors induced by store environment could also affect the decision of consumers about time and money to be spent in the store.

Bloch et al. (1994) explained the increasing importance of shopping malls as a hub for shopping in the modern western culture. The study was purported to analyse the relationship of consumers with malls. It was based on an ecological sciences concept of habitat. The authors had attempted to study the consumers’ shopping orientations related to mall and their different activity patterns.

Roy (1994) in his study described that demographic variables and shopping motivational variables that characterize the shoppers at a mall have positive impact upon the frequency of shoppers at a mall. The study included shoppers at a mall and their visits at the mall. The results of the study advocated a positive relationship between the consumers’ shopping frequency at mall and characteristics of shoppers as recreational shopping motivation, functional shopping motivation and deal proneness in relation to variables as age, income and family size.

Grewal and Baker (1994) studied the relationship between retail store environmental factors and consumers’ price acceptability. The study concluded that the price acceptability is more in high-social store environment than low-social store environment. The results of the study also indicated that factors such as store ambience, store design and consumers’ purchase intentions highly influenced the price acceptability of the products.

Boedekar (1995) indicated the difference in consumer behaviour by dividing them as fun-shoppers and traditional shoppers. The study examined their psychographic characteristics, behavioural tendencies and actual behaviour patterns to understand their behaviour better. It was found that both groups had similar preferences while choosing a store to shop but the choices differed when it came to recreational experience while shopping there.

Burns and Warren (1995) stated that the new array of retail formats had left consumers in a dilemma to choose from for shopping as all of them provide nearly similar products and
services with the only difference of location of the store. But authors believed that choosing store because of its convenient location was not justified. The results of the study favoured the hypothesis that consumers’ need for uniqueness made them to choose and then patronize a particular store rather than choosing it for its products or location.

Sharma and Levy (1995) observed that retailers should be interested in the way their salespeople categorize customers. Salespeople’s descriptions of customer categories contained information about the nature of customers and how salespeople sold to customers. Customer category information could be used by retailers to aid in their selling, positioning and promotion efforts. Using a survey of 229 people from a department store chain, the paper examined two specific issues. First, the salespeople’s descriptions of the categories of customers that visited a department store. Second, they delineated the differences among salespeople based on the manner in which they classified customers. The results indicated salespeople primarily list customers that visited the store as those who seek sales assistance and those who were searching for specific products. So by identifying customer categories that led to better performance, retailers could train their sales force to use similar categories.

Bennison and Boutsouki (1995) had noted a change in the retail structure of Greece in the past four years. The study was conducted to find the impact of the change that had introduced new retail formats on consumers, retailers, wholesalers and manufacturers in the domestics market. The change occurred was largely caused by the entry of foreign players that were entering the market either directly or through joint ventures. The authors believed that the changing composition of retail market would attract attention of the researchers to conduct more studies there.

Babin and Darden (1996) discussed the importance of store atmospherics as they left impact on consumers’ decision making. The study was conducted on 375 mall consumers and showed that consumers’ in-store mood was more affected by their satisfaction with the retailer, though it also increased their spending intentions. It further suggested that retailers should take due care and diligence to earn customer loyalty as they were more affected by negative shopping moods than moved by positive moods.
The study by Yap (1996) focused on the positive impact of economic growth and social changes on the retail industry. It also discussed the strategies adopted by the retail managers to overcome the market problems like high labour costs, over supply of retail space, etc. The author had advocated the strategies adopted by the retailers like niche marketing and regionalization, strategic collaborations with big retailers, making shopping centres less competitive space and bargaining for right tenant mix. All that had also brought the economy at the stage of one-stop shopping centres.

Trappey and Lai (1996) in their study indicated towards the growth of retail industry in Taiwan. They observed that over the years the retail industry had grown from traditional market to a modern market that had more new formats like department stores, convenience stores, supermarkets, hypermarkets dealing in food and other products. The study had suggested that new organized market had played crucial role for the consumers’ satisfaction and their demands for professional services, product value and variety in addition to safe environment.

Rousey and Morganosky (1996) evaluated the consumers’ response towards changing retail structure with changing retail formats. The study was based on ten retail formats, viz. department stores, specialty stores, mass merchandisers, discount stores, mail order catalogues, off-price stores, manufacturers’ outlets, warehouse clubs, used stores and television home shopping channels. It was observed that consumers took the benefit of shopping by switching between formats. Also, the authors explained various factors that help retailers in developing strategies to provide value to the consumers.

Schindler and Kibarian (1996) said that every time a retail price is set, the manager, at least implicitly, made a decision concerning the rightmost digits of that price. So, the key implication of the study, i.e. ‘Increased Consumer Sales Response Through use of 99-Ending Prices’ was that the decision might have a substantial effect on consumer purchasing. The results of the field experiment reported demonstrated that, in at least one marketing context, the one-penny difference between the 99 and 00 price endings had a considerable effect on sales. That finding suggested that there might be benefits in giving greater managerial attention on the selection of a price’s rightmost digits.
Kamakura et al. (1996) emphasized in their study on ‘Productivity Assessment of Multiple Retail Outlets’ that the efficiency of a particular retail store depended both on the seller’s and the buyer’s efficiency as they considered customers as the essential component of the “production process” in retailing. The study results had shown that the cluster wise estimation of trans log cost functions had led to a more equitable assessment of the retailer’s operations in the branches. This method had been used because it identifies set of retail outlets operating under similar conditions and simultaneously estimates multiple cost functions. The efficiency of each outlet would then be evaluated relative to others, which allowed for a more equitable evaluation of each retail outlet, in comparison to other units operated under similar conditions.

Reardon et al. (1996) made a study to examine whether information technology contributed to the productivity of retail institutions. This was an extension to the study of Lusch and Ingene (1979), which suggested that both monetary and physical measures of retail inputs performed equally well when the output was measured using value added. Several important implications for the retail manager arose from the study. First and foremost was that managers could and should utilize information technology to increase the productivity of stores. Second, that managers need to be cognizant of unanticipated costs of information technology in terms of training, specialized personnel, continual updates, basic maintenance, and opportunity costs during downtime. Finally, results indicated that information technology is a productive input for retailers.

Goff et al. (1997) were of the opinion that if a company was to become successful, it must understand what customers expect from sales personnel in their market, and make sure that their employees met or, better yet, exceed those expectations. The research suggested that retail sales training emphasizing customer orientation could add additional value to a company’s product offering and influence customer perceptions of the retailer, product and manufacturer. It also might generate more favourable word-of-mouth promotion. In addition, brand equity might be influenced by the front-line customer contact people, such as salespeople, that for many customers were the firm. It appeared that manufacturers who based even a portion of their brand image on activities that were carried out by retailers,
such as outstanding service or extremely knowledgeable salespeople, must ensure that these additional features were indeed available so that customer expectations were met. That meant manufacturers might need to exert more control over other activities within the channel, such as salesperson behaviours, to protect the manufacturers interests.

Mesinger and Narasimhan (1997) emphasized in their study the need to understand the sudden growth of one-stop shop formats (hypermarkets). They also developed a model that helped in explaining the growth of such formats. The results suggested that the customers’ demand for convenience and saving of time had pushed the growth of one-stop shop formats. It was also found that the shopping through one-shop stop formats not only provided time convenience to the customers but also proved pocket friendly by increasing their net savings.

Kumar (1997) indicated the shift the retailing had gone through. From fragmented, unorganized, local traditional stores to large, organized, global and fast growing formats. Many big banners like Wal-Mart in United States, Carrefour in France and Marks and Spencer in United Kingdom had performed beyond the expectations of retailers and had set examples for retailers throughout world. They followed new strategy consisted of consolidations; global expansion and new formats that made them market driving than market driven. That revolution had changed the retail markets, consumer behaviour and retailer-supplier relationship.

Wakefield and Baker (1998) had described in their study the impact of three factors, viz., tenant variety, mall environment and shopping involvement on the consumer decision-making regarding their intention to stay at the mall and on shoppers’ excitement during shopping. The results of the study showed that all the three factors under study influenced the excitement and willingness of consumers of their stay at mall and it further helped in developing repatronage intentions of consumers.

Swinyard (1998) in his study evaluated the values of mall shoppers’ on the basis of selected list of factors as values. The results of the study manifested that those mall shoppers who visit very frequently had higher needs for values like warm relationship, sense of belonging,
excitement of shopping and security. Moreover, their decision about the frequency to shop at mall was not affected by needs like self-fulfillment, self-respect and sense of accomplishment.

The purpose of the article by Yoo et al. (1998) was to examine the role of store characteristics on shopper’s store attitudes, and to examine the mediating role of retail-specific emotions in the store characteristic-store attitude relationship. The results clearly showed that store characteristics induced shopper’s in-store emotions. Specifically, five of the seven store characteristics examined the affected shoppers’ positive emotions, and each of those five store characteristics affected at least one in-store emotion.

When shoppers perceived that the store offers a wide product assortment and that the products offered good value, they felt positive emotions like pleasure, excitement, contentment, pride and satisfaction. Also positive emotions like pleasure, pride, attractiveness and contentment were observed when shoppers’ expectations of after-sales service were met. Accommodating facilities made shoppers felt pleased.

Wadia (1998) discussed about the strong need of the skilled and trained manpower for the fast growth of the retailing, which had still not been through its initial stage of development. The author emphasized that a lot was to be done before entering into that profession as the market was short of specialized, trained retail managers and professional merchandisers. He had mentioned certain factors, like, product line, pricing, positioning the sales force, convenience of location and shopping hours, and value added services, which were to be emphasized upon because those factors ultimately acted as the differentiation for the customers to choose between retailers. The author also underlined certain areas such as customer service, generation of traffic, knowing your competitors well enough and merchandising the store visuals, and like to be properly taken care of.

Grewal et al. (1998) developed a model to check the effect of store name, brand name and price discounts on consumers’ evaluations and purchase intentions. They found from the results that store name and the quality of merchandise influenced store image. While, price discounts, internal reference prices and perceived quality affected perceived value of the store, which further influenced purchase intentions of the consumers. The results also
indicated that the consumers that have high knowledge were highly influenced by the brand names of the products offered by the stores. At the same time price discounts, store name and brand name were more influencing the intentions of the consumers with low knowledge.

Francisco (1999) stated that shopping malls offered different services to build their image in the minds of consumers. The research was conducted to study the nature of the image of shopping malls and two models were developed to study the attraction of retail trade on the basis of three dimensions namely, distance, image and preference. The study concluded that the model with three dimensions was found prevailing in the malls.

Dholakia (1999) described that once considered as a leisure activity, the household shopping is no more associated with the ladies of the house due to changed social roles and technological advances. The male members of the house also shared the household shopping activity. The author studied the impact of changing social pressures by the household shopping pattern among married households. The study found out that though both male and female members of the house took significant interest in shopping, they still did not consider it as an enjoyable activity. It was also seen that men were mostly associated with the shopping of groceries whereas female members were to do the rest of shopping.

The research of Timmermans et al. (2000) aimed to obtain a better understanding of consumer shopping behaviour by deriving a model of consumer store choice dynamics. Store choice dynamics had received only limited attention in the marketing literature. The authors observed that purchase timing distribution offered information about the timing of shopping trips. They recorded significant differences between the inter-shopping times for different stores and for switchers versus repeat shoppers. The different segments of shoppers also differed in the timing of shopping trips, and they observed asymmetry in the timing for switching trips. These results provided important information to the retail management who focused on increasing retail traffic. This was especially important for shopping behaviour as consumers made multiple purchases during a trip.

Sivadas and Baker-Prewitt (2000) conducted a survey to study the existence of relationship
between service quality, customer satisfaction and store loyalty in retail to department store retail format. The data collected from 542 was analyzed shoppers through telephonic survey method. It was found that service quality by the department stores positively affect the customers’ satisfaction and their attitude towards store though it showed no direct effect on store loyalty. It was observed that to earn store loyalty it was necessary to transform customers’ attitude in affirmative and made them recommend the products/services of the store to their known ones.

Smith and Sinha (2000) indicated towards the consumers’ preference of stores on the basis of their evaluation. They experimented on the basis of a design set to evaluate their preference with three deal frames: (i) straight price promotion (50 per cent off), (ii) extra-product or volume promotion (buy one, get one free), and (iii) mixed promotion (buy two, get 50 per cent off). The study included four typical supermarket product categories and the effect was measured on the basis of two category-based moderating factors, viz., product stock-up and price level. The results indicated that the different approach of presenting the similar promotions positively affected the decision and so evaluation of the store resulting in increasing or decreasing preference for that store.

Farhangmehr et al. (2001) discussed the changing traditional retailing structure and consumer behaviour with the introduction of hypermarket format in Braga (Portugal). The survey was conducted on consumers as well as traditional retailers to have their opinion about hypermarkets because of convenience factor; the retailers were not happy considering the negative impact on their traditional stores. The comparative analysis of the study showed that though consumers were in favour of hypermarkets, they were not against shopping at traditional stores indicating their liking for both types of formats.

Summers and Herbert (2001) had expressed their views about the impact of store atmospherics upon the shopping behaviour of consumers. The display of lighting is one of the attributes in store atmospherics that was the focus of the study. The authors selected two stores with different lighting displays and the results showed that store that had better/additional lights installed attracted consumers more and made them to spend more time in the store as compared to other store that had normal lighting. The study concluded that in-
store lighting was also an important attribute that added to store atmospherics, which helped in attracting more customers and also gaining their patronage.

Popkowski Leszczyc and Timmermans (2001) had explained in their study the different shopping strategies of consumers due to recent changes in the retail market structure. They had tried to study the impact of different retailers’ decisions regarding price of products, services, promotions and the range of products upon the consumers’ shopping strategy. They developed a model to study further the choice of shopping strategy by consumers in relation to weekdays, weekends and month end shopping. The results showed a positive response towards shopping in these specific days.

Babin and Babin (2001) described in their study that a little difference in the store elements like- store name, location, and the appearance of the salespeople could affect the shoppers’ decision in the form of variable typicality. The study conducted upon the selected women’s apparel stores revealed that shoppers generally associate low typicality with increased excitement and discomfort which further influenced the perceived shopping values and patronage intentions showing a positive link between them.

Popkowski and Timmermans (2001) had developed a new model as conjoint model to study the shopping strategies of consumers. As the changing retail structures had provided consumers with more options in the form of formats and services, they planned their shopping trips accordingly. The study examined the impact of different shopping strategies prevailing and managerial decisions related to price, variety, and promotions on the shopping strategies of the consumers. The results showed that lower prices, less travel time and larger variety of products might attract consumers to shop at one-stop shop stores or else they preferred to shop at specialty stores.

Ackerman and Tellis (2001) underlined a very important but quite untouched factor that had very strongly influenced the shopping behaviour of customers and that factor was the ‘culture’ to which they belonged. The study had covered customers of two different cultures and classified them as (i) Chinese, and (ii) Americans. The study had shown that different social factors like sex, age, education, income, family size, etc. played a crucial role for a
customer before spending money on shopping. It had also shown that Americans search and compared prices less and so spend more, while Chinese looked out for and compared the range of prices available and only then made a rational purchase. That was why it had been found that Chinese supermarkets had substantially lower prices across a range of food products than Americans supermarkets. It was suggested that cultural differences did affect the customer behaviour and could lead to substantial difference in equilibrium prices in similar prices. Thus, when planning strategy to enter foreign markets, retailers might have to offer a different marketing mix to attract each group of customers.

Mattila and Wirtz (2001) said that managers of retail and service outlets had long understood the importance of built environment in enhancing product evaluations, consumer satisfaction with shopping experience and sales. The study highlighted that when two ambient factors (music and scent) were congruent with each other, shoppers evaluated the perceived environment more positively, experienced enhanced satisfaction and exhibited higher levels of approach and impulse buying behaviours than when the environmental cues. The key implication from the research was the importance of building congruence among elements of the servicescape in terms of their arousing qualities. It was the overall configuration of ambient cues that derived customers’ perceptions of the environment and more importantly their shopping behaviours.

Mathwick et al. (2001) discussed the development tool to examine differences in experiential value delivered by multi-channel retail systems. An Internet and retail operation was chosen as the context for the study. The study was based on some dimensions used for measuring consumer-shopping experiences. The authors stated that though much had been done to measure experience-based value perceptions, still more accurate tools were required to measure their success at staging rich, memorable experiences, capable of delivering perceptible value across the spectrum of channels they utilized.

Knee (2002) in his study focused on five challenges that different retail formats might face in future. These were – retail branding, people, growth, customer-centeredness, and performance and measurement. It was viewed that these challenges could be helpful to retailers in framing future strategies but they were not free from repercussions.
Mathwick, et al. (2002) underlined that the customer of 21st century shop not only in stores but also through web, catalogues, call centres, interactive television and mobile devices. The authors looked into various aspects of a dynamic retail experience that could had influenced consumer perceptions of experiential value measured in terms of efficiency, affordability, enjoyment, entertainment value, visual appeal and service excellence. Authors stated that consumer with well formulated plans expected (i) efficient shopping experience, with (ii) good offers of economic value. Whereas, the experiential shoppers usually looked for heightened enjoyment during shopping. Keeping all that in mind, retail managers should had first tried to identify the type of consumers visiting their store and accordingly made investment for providing the most sought services. The managers should try to bring congruence between the characteristics of a consumer’s shopping task and the way retail information was displayed as that might had proved as a key to enhance the perceived aesthetic appeal and perception of service excellence in retail setting.

Wood (2002) discussed the expectations of consumers from retailing in 21st century. The author stated that sociologists had found that one characteristic of enduring influence on social change and technology was age. So believing that within a society, age was both a driver of, and, a constraint on the pace of social change or ‘progress’. He studied two groups of people, Gen X and Gen Y, i.e., a group of students (Gen Y) and parents of students (Gen X). The study results showed that both type of respondents believed that even in the year 2010, the face of retailing and brick-and-mortar channel would by and large remain same. E-commerce alone seemed to be the salient element of future innovation though Gen Y respondents reported a high degree of innovation with brick-and-mortar formats. The author concluded that though in the coming years Internet could be one new channel of retailing but still the generations, either X or Y, would prefer to shop at brick-and-mortar format of retailing and the reason behind that was the facility and comfort they were provided while shopping.

Reardon and McCorkle (2002) had described in their study the changing behaviour of consumers of swapping of different channels of retailing. With the rise in the formats of retailing the consumers had also found it difficult to choose from and decide a format for
shopping. The authors developed a model that explained the situation of compromise by the consumers while choosing a store. The model also explained that consumers had chosen alternate ways to select a store on the basis of relative opportunity cost of time, cost of goods, pleasure derived from shopping, perceived value of goods, and relative risk of each format of retailing.

Sen et al. (2002) found in their study that the relationship between window displays and shopping decisions vary with the consumers’ levels of knowledge about the products. It was also observed that the store entry decisions were more influenced by the perceived knowledge gathered from the window displays. While purchase decisions were largely influenced by the product related information. Further, the consumers with the medium level knowledge of the products were more influenced by the window displays than low and high level knowledge consumers.

Thang and Tan (2003) looked into the affect of consumers’ perception about attributes of the store image on their decisions about preference of the stores. The store attributes included store atmosphere, reputation of the store, promotions, merchandise, in-store services, after sales services and other facilities. The study was conducted upon the consumers who responded after shopping at a particular store. The results of the study showed that the attributes that strongly influenced the consumers’ preference towards stores are merchandising, reputation, accessibility, in-store service and atmosphere of the store.

FanNg (2003) advocated the positive influence of physical features of stores like store layout, lighting, background music etc. on the shoppers’ experience. He further explained the extent of shopping satisfaction that consumers got from the store environment that fulfilled their psychological needs as social interaction, sensory interaction, comfort and security. The study suggested the retailers in framing their future strategies related to shopping environment in malls.

Arnold and Reynolds (2003) described that many changes had occurred over a period of years, challenging traditional wisdom and strategy in retailing. Many retailers were responding to those changes by focusing on the hedonic aspects of shopping like the fun,
excitement and stimulation. The authors formed a hedonic shopping motivation scale that captured a wide variety of hedonic reasons people go shopping. Retailers could use the scale to investigate the overall direction and strength of hedonic motivations as well as future investigations of shoppers’ satisfaction and decision making among their current or prospective customers. Research suggested that intense shopping motives might magnify the shopping experience in the mind of the shopper, making the effect of making in-store evaluations more intense and memorable, either positive or negative.

Gupta, Arora and Nair (2003) had discussed the impact of economic factors and other variables such as demographics, education and cultural trends upon the consumer decision-making. The authors had given their views regarding the changing Indian consumer behaviour in the past decade due to availability of large assortments of major products. The study explained the impact of these factors upon consumers’ consumption, their consumption structure and macro marketing mix. The study also suggested the future trends in the coming period.

Sit, Merrilees and Birch (2003) had emphasized the increasing importance of entertainment for consumers as well as retailers. That is the reason for inclusion of entertainment while framing the strategies by the retailers. The authors were also of the opinion that many a times entertainment had been seen as a crucial factors that had helped in enhancing store image. The study included three attributes that were essential but neglected in the earlier studies, viz., entertainment, food and security. The study also identified six shopping centre patrons, viz., the serious shopper, the entertainment shopper, the demanding shopper, the convenience shopper, the apathetic shopper, and the service shopper. It was found that the entertainment and service shopper were two segments that seek for entertainment.

Parsons (2003) in his study had mentioned the clear difference between the drivers that cause customers to visit and to shop at malls. It was found that the traditional methods of promotions like fashion shows and product displays were not attracting customers any more. Rather new places of promotion as school/community displays of products were gaining the attention of regular as well as non-regular customers. For increasing sales, the sale throughout mall was more effective than otherwise. The study had also suggested a
midway to the solution of increasing visits and sales. It suggested that a combination of
general entertainment and price-based promotions collectively work better to attract
customers.

Newman and Foxall (2003) explained in their study new methodology that might prove
helpful to the retailers in amending the functioning of their store. The study introduced a
new and innovative methodology used with the help of computer-aided observations
through which the movements of customers inside the store might be tracked and thus the
layout of the store could be planned accordingly that might provide more convenience to the
customers.

Ruiz et al. (2004) explained in their study the impact of factors like perceptions, emotions
and motivations on the shopping behaviour of consumers at mall. The consumers were
segmented and studied on the basis of these factors. The response from consumers was also
different for different psychographic dimensions and demographic variables.

In their research Steol et al. (2004) explained the customers’ positive beliefs about mall
because positive beliefs affected shoppers’ behaviour regarding the value they believe
would get by shopping at mall. The study was an extention of the previous studies where
emotions were believed to influence the shopping value. The present study focused the
relationship between customer satisfaction and the attributes of mall like resource
expenditures, value derived while shopping and repatronage intentions. The results showed
that mall attribute beliefs had a positive effect on customers in terms to frequency of mall
visits and patronage intentions.

According to Vrechopoulos et al. (2004) the key aspect of conventional retailing was store
layout; an analogous aspect in virtual retail was virtual store layout. The paper reported on
an experimental investigation into the use of three different layouts in the online grocery
retailing: freeform, grid and racetrack. The results suggested that customers visiting a
virtual grocery store preferred a hierarchical/tree structure. That particular structure was
provided only by the grid layout, which was perceived as the easiest to use. This finding
implied that the hierarchical/tree structure of the grid layout was the most effective means
of navigating a virtual store, inline with HCI (Human Computer Interaction) research findings (Lohse and Spiller, 1998; Nielsen, 1999). Customers’ planned shopping behaviour was also facilitated by being able to reach any place in the store directly, from the home page or from any other place in the store. In sum, while the layout of the virtual retail store on the web was found to affect customer behaviour, conventional retailing store layout theory, in terms of the dimensions investigated in the study, was not readily applicable in the context of virtual retailing.

Chun and Sumichrast (2005) described that on the basis of past shopping experience consumers might have an idea about the assortment of goods at each store, the cost to visit each store as well as variation among prices at stores they generally visit while shopping. The situation had arisen particularly when consumers decided to visit several stores before finally shopping at a chosen one. Based on the purchased model, the study revealed that shoppers’ generally visit big stores first because of large assortment, they search few stores if the cost of visiting is relatively more than the product price, and last but not the least, consumers generally visit more stores to shop if there is significant price difference among different stores.

In their study Grace and O'Cass (2005) underlined the factors as money, customer satisfaction and consumption feelings that helped in developing repatronage of consumers. Moreover, the service level of stores also affects the consumers’ perceptions about that store. The study covered two retail formats – department stores and discount stores to know consumers’ perceptions. The study revealed that money was more important parameter in case of discount stores whereas competition feelings were more critical to build patronage intentions towards department stores.

Erkip (2005) commented upon transforming markets that gave rise to new format naming shopping mall, which had influenced most the consumer in the urban areas. The study was conducted in a mall in high-income suburban area. The outcome of the study suggested that though the basic consumption trends relate themselves to the patterns in the western countries but the presence of socio-cultural influence was felt to be existed leading to new local shopping patterns in the mall. The use of patterns differed with different
characteristics of users as age, gender, occupation and even the time of visit to a mall. In other words, the study suggested that the new policy implications by the retailers that could merge the basic mall culture concept with the social needs of local customers.

Magi et al. (2005) looked into the effects of two potential avenues for increasing customer share: (i) customer satisfaction, and (ii) loyalty programs. The academic research had presented the evidence of a strong link between satisfaction and repeat purchase intentions, but, that satisfaction did not always led to a high degree of behavioral loyalty. The author advocated that there were certain factors, like shopper characteristics, low/high oriented customers and personalized shopping, which moderates the effect of overall dissatisfaction among customers with the store. The results of the study indicated that it was important for managers to incorporate shopper characteristics in survey of customer satisfaction and bahavioural outcomes. According to author, the moderating analysis, used in the study could help in identifying the customer segments that were, more or less; respond to increase in satisfaction by shopping more in their stores.

Pan and Zinkhan (2006) indicated parameters that affect store choice and frequency of visits of customers. The study explained various factors as ‘predictors’ such as service, product selection and quality that are related with shoppers’ retail store choice whereas other factors as store attitude and store image lead to decisions regarding frequency of visit and store patronage.

Jones and Reynolds (2006) proposed a model that determined the interest of retailer as one of the key factors that had led to customer satisfaction and his repatronage intentions. Loyalty, positive word of mouth, interaction with customers and such other factors had led customers to visit that retailer again. So it was found that an affirmative attitude of retailers had helped them to attract customers and get a positive response in return.

Chattopadhyay and Sengupta (2006) in their study underlined the fact that right store positioning would be the key factor for success in the changing retail scenario in India. The study had been conducted in Kolkata to know the consumers’ perceptions towards shopping centers in the city. The sample frame was based on respondents’ demographic attributes,
shopping motivations, situational factors and purchase behaviours in relation to large shopping centers. It was concluded that the distinctive positioning created by shopping centers through different strategies was preferred by customers and also their patronage intentions.

Memon (2006) had described the changing scenario of Indian retail market with the intervention of global retailers bringing new formats, new concepts and all the way new culture for the Indian shoppers who were used to do most of their shopping from the unorganized stores of nearby market. The authors threw some light on the changing shopping behaviour in the newly introduced organized market. It was suggested that the organized retailers, to attract more customers, had to reconsider the products they were offering and the value they had offered to the consumers.

Kumar (2006) had discussed the change the Indian retail is facing due to introduction of 51 per cent FDI through single brand retailing. He studied the changing recent trends and the future of Indian retailing if the government accepted the proposal of 100 per cent FDI. The study had checked upon the future challenges the Indian retailers might face with the intervention of international players who had seen India as a potential market, much of which was still to be explored.

Wesley et al. (2006) emphasized that consumers had different decision-making styles in context to different shopping malls. These styles mostly existed among adult mall shoppers who had different planned expenditure levels. The research was conducted upon 527 mall shoppers in two super-regional and two regional malls in USA. It was concluded from the study that the consumers could be convinced to visit a mall by an effort to change their planned expenditure levels rather than changing the expenditures planned.

Chaudhry and Mittal (2006) discussed that the growth of Indian retail market to organized market was attracting not only domestic Indian players but working as a magnet for international players also. The incoming of foreign brands in the form of FDI, technical collaboration and other services would not only help retailers to develop but also help them in the overall development of the retail sector. The authors advocated the successful
adaptation of new formats as department stores, hypermarkets, supermarkets, etc. with changes to suit the local consumers.

Lather and Kaur (2006) undertook a study to comprehend that what impact the different factors related to or outside the stores left upon the shopping decisions of the consumers. The study had also focused upon the various strategies fostered by the retailers so as to meet the changing expectations of the consumers. The authors had selected six factors as base that might help retailers in selecting the right type of format for them. The six factors were price, sales personnel, quality of merchandise, assortment of merchandise, advertising, services and other convenience services. It suggested that whether inside or outside the store, those factors affect positively the consumer decisions.

Backstrom and Johansson (2006) concluded that the retail in-store environment held importance for both retailers as well as consumers but their perceptions might differ. Where on one hand, the retailers put hard efforts to create a tempting in-store environment. On the other hand, the consumers had mentioned that the traditional values like behaviour of the store personnel, selection of products and layout of the store control the in-store environment.

Dominguez (2007) had made an attempt to study the level of competition between the traditional commercial formats and modern commercial formats. The products covered in the study were food and mass consumer products chosen from the perspective of users’ perceptions of these products. The major concern for conducting the study was the rapid pace of development of retailing.

Raghunathan and Devasenathipathi (2007) had discussed the consumer buying behaviour in relation to different selected factors that had affected their decisions to shop at department stores. With the increasing popularity of the format among people for the wide variety of products they offered, the authors had made an effort to underline the factors that had influenced the shoppers to stop at those stores.
Kaur and Singh (2007) opined that the changing lifestyles of Indian consumers demanded for change in retailers’ strategies. The study had been conducted to find the shopping motives for youth to shop in department stores or malls. The results showed that Indian youth sought luxurious shopping style to gain more and more information about the new products available. The retailers could cash on that by communicating the information to them effectively and convincingly.

Reynolds et al. (2007) discussed that the changes in retail environment necessitate the development of new retail formats. The retailers not only develop new formats but continue with the existing formats by amending them and also abandon obsolete formats. The results of the study explained that the existing simplified processes of formation of new retail formats were required to be changed to become more experimental and incidental to the business models.

Millan and Howard (2007) examined the changes in shopping behaviour and shopping motives of the consumers in Hungary. The study was conducted upon 335 mall shoppers at seven large shopping centers in five major cities. It was observed that the consumers still seek shopping as a work rather than an enjoyable experience. They were not affected by the changes in the retail structure and most of the times the purchases were pre-decided. The study had advised the retailers and marketers to inform consumers in advance so that the consumers plan their shopping purchases accordingly.

Howard (2007) noted that the spending habits of shoppers were changing from persistency to leisure cladded. The consumers were spending more for leisure they got while shopping whereas retailers were cashing that habit of consumers. The study had discussed about the leisure shopping, leisure shoppers and shopping centers that incorporated leisure activities to attract customers. It incorporated two models to analyze shopping activities and shopping centers. The findings of the study described that the existence of leisure shopping might come about in different situations dependent on individual characteristics, motivations for the trip and destination to be visited.
Sinha and Kar (2007) in their paper had looked into the growth of new retail formats in Indian retail sector. As the change was apparent the authors had explained the two most popular formats naming, hypermarkets and supermarkets. The study had also suggested retailers to be careful while framing the strategies to tempt consumers as consumers were also showing dynamic behaviour. An effort had been made to study the modern developments and changes in formats in the retail market.

Bodet (2008) described the relationship between customer satisfaction and his attitudinal loyalty towards service. The findings of the empirical study indicated that it was overall satisfaction and not transactional satisfaction that affected attitudinal loyalty. But findings also said that the repurchase decisions of customers were not affected by any of the above two factors.

Schroder and Zaharia (2008) discussed the buying behaviour of customers upon retailers operating multiple channels. The study was conducted upon 525 customers who shop from multiple channels. The study identified five shopping motives as recreational orientation, convenience orientation, independence orientation, delivery-related risk aversion; and product and payment related risk aversion. It showed that the customers adopted that channel which gave them maximum satisfaction. Moreover, satisfaction included satisfying emotional and social needs while shopping in stores and also satisfying the independence of knowledge and risk evasion of buying where on-line channels were used for shopping.

In their study, Seo and Lee (2008) analyzed the perceived shopping values of consumers and variations they found while shopping in department stores, discount stores or Internet shopping malls. The findings of the study showed five different constructs of the perceived values. On that basis, the authors found that consumer perceived values differ in relation to different formats. They related experiential, diverse and reliable shopping values to department stores and Internet shopping malls than discount stores.

Bustos-Reyes and Gonzalez-Benito (2008) emphasized that store loyalty was important to be maintained for retailers as consumers’ cross-shopping behaviour between stores and formats was increasing. The study conducted on 580 households showed many loyalty
indicators based on budget allocation and similar information. The study showed that consumers did shop from different formats (especially supermarkets, hypermarkets and discount stores) showing their disloyalty to a single format. But, they are loyal while shopping in different stores within these formats. The study also revealed that different store formats offered different benefits that were objectively taken by the consumers in different purchasing situations.

In their study Diep and Sweeney (2008) discussed the relationship between products and stores for getting a full shopping trip value. The authors were of the opinion that consumers were affected by the shopping environment of a store. The study concluded that utilitarian store value and products help in providing utilitarian shopping trip value and; hedonic store value and emotional product value affect hedonic shopping trip value.

Dixit (2008) opined that the evolution of new retail formats, growth of consuming middle class, rising expectations, changing consumer behaviour, rising expectations of consumers especially young generation, easy availability of loans are some of the key drivers that had moved Indian retailing towards organized retailing. The study concluded that understanding customers’ expectations and fulfilling them to retain and attract more potential customers were the keys to survive in the market.

Roy (2008) had discussed about the development of the Indian retail sector and shopping malls playing a dominant role in this development. Changing lifestyles, changing preferences and changing consumers’ behaviour was giving a clue to retailers to come up with more innovative methods to satisfy them. The author concluded that innovation was the key to success; whether innovation was done with new products or with new retail formats.

Kumar (2008) had undertaken a case study over retail market in China. The retail market took its growth only after 1978 with the liberalisation and globalization policy in the country and reached the stage of organized retail market, as it existed today. The increased number of foreign collaborations, changing consumer behaviour, changing middle class, increasing incomes, performance of retailers in relation to their changing strategies to
expansion of organized retailing; all that had lead retailing to a high growth area. Today, China has been considered among the twelve leading countries of Asia in relation to its retail market growth.

Raajpoot, Sharma and Chebat (2008) conducted a study to find the effect of gender and work status on shopping mall characteristics and retail patronage. While studying the shopping mall characteristics, the attributes like – exterior appearance, general interiors, layout, interior displays and human variables were also considered as these have a high impact on many outcome variables as sales, time spent, overall impact, repeat visits and above all developing patronage intentions. The findings of the study showed that the behaviour of working and non-working women had exhibited significant difference whereas the shopping behaviour related to gender was not showing much difference.

Gauri, Trivedi and Grewal (2008) conducted a study of grocery stores to find the collective affect of two highly important strategic tools that retailers possessed. The tools were pricing ad format decisions. These tools were used keeping in mind the ultimate consumer to whom they served as well as the market environment in which they conducted their operations. The results of the study depicted that the collective implication of these strategic tools had shown a considerable change in results than when used separately.

The study by Kocas and Bohlmann (2008) emphasized the importance of switchers to the retailers while fixing their pricing strategies. The study was related to internet booksellers who generally followed varied pricing strategies in order to retain the switching customers; who tend to compare prices offered by different retailers. The findings of the study showed the involvement of different discount levels in the pricing strategy by different levels of retailers, that is, small retailers, midsize retailers or large retailers as well as due importance to the switcher segment of customers while applying the pricing strategies.

Mishra and Dash (2008) had opined that the India retail market had undergone a change over a period of time. That had resulted into change of the traditional market into an organized market. The change was visible not only in the changing strategies of the retailers but the consumers had also showed change in their consumption behaviour. The research was conducted to study the causes for the change. The results showed that consumers
preferred to go to stores in the organized market especially shopping malls, supermarkets and hypermarkets. The convenience and the variety of the products available at these stores were cited as major factors among others. The convenience also indicated the importance of optimal usage of time by them.

Ganguly and Kumar (2008) observed that customer satisfaction and loyalty are not affected by factors like efficient/inefficient parking space. The study revealed the importance of factors like price of the products, discounts and the extent of advertisement about the offers that affect the customer satisfaction. Not only price but other factors as store ambience, cleanliness, moving space in between stacks, etc. had also added to enhance the satisfaction level of customers. The study also stated that consumers’ shopping behaviour was affected by convenience as they had considered it as an important decisive factor while going for shopping but their loyalty was least affected by that and most affected by the attention of manpower serving them inside the store. Both customer satisfaction and loyalty were related. Authors had also opined that if customers were satisfied they would be loyal too.

Khurana (2008) conducted a study in Harayana State to study the consumer behaviour and their expectations of services provided by the retail stores. As per consumers’ response the stores fulfilled their expectations of attractive ambience full of modern equipments and nice store layout. But the study found that retailers gave more weight age to genuinely priced high quality products to satisfy and retain their customers.

Sharma, Tiwari and Verma (2008) talked about the consumers’ perceptions about an organized retail format and how it changed the shopping behaviour of consumers. Where on one hand, the growing organized retail sector was giving retailers many new formats; it had also enhanced the expectations of the consumers on the other. The success of the organized retail was dependent upon the capacity of those new formats responding to customers’ expectations. The authors had conducted an empirical study on consumers’ perceptions regarding a hypermarket cum discount store in Dehradun. The results had shown customers’ positive response towards one-stop shop facility, which was not available, anywhere else. Moreover, it was also observed that the store had moulded the shopping behaviour of customers towards organized formats than traditional stores. The consumers admitted that
the organized stores were more capable of giving a high level of satisfaction provided they focus on quality products, pricing and discount policies, and, advertising of the offers they provided. In other words, the organized retail stores had changed the whole concept of shopping in the city.

Patel (2008) emphasized that the consumer decision-making behaviour was affected by different demographic factors while shopping in malls. The study conducted included shoppers from malls to study different decision making styles as related to different factors. The decision-making styles chosen from the study were price consciousness, quality consciousness, recreational, confused by over choice, novelty consciousness and variety seeking. It was concluded that the Indian consumers were more price conscious, recreational, novelty conscious and variety seekers, and, also confused by the over choice.

Allard et al. (2009) discussed the positive influence of hedonic and utilitarian orientations by malls upon their customers, which helped in raising customers’ attachment towards mall and also creating a differentiated position for a mall from its competitors. The study was based upon the data collected from 772 shoppers through interviews in two shopping malls. The results of the study revealed that the shoppers with different income groups were moved by different orientations by malls. In other words, the study showed that all shoppers were influenced by hedonic orientation, although shoppers with lower income group were more moved by that. Whereas, shoppers with higher income, were more influenced by the orientation related to utilitarian elements.

Chebat et al. (2009) discussed that the consumers’ positive awareness of mall’s characteristics like its environment, quality of products and services lead to their commitment towards that mall. Further, this commitment had turned into mall loyalty. The authors had conducted a study upon 905 mall shoppers in North America. They had developed a conceptual model to study the relationship between shopper-based mall equity and mall loyalty. The results of the study gave a positive indication and supported the model.
Gilboa (2009) conducted a study upon 636 customers who were mall visitors, with three goals; (i) developing a typology of mall customers based on their behaviour, (ii) examining socio-demographic profile of each segment and; (iii) comparing Israeli customers to customers from other countries. Based on three behaviour categories the findings were concluded upon four group customers; one of which was categorized as Mall Enthusiastics explaining the interest of customers in this category to shop in malls.

Siringoringo and Kowanda (2009) discussed the consumer shopping behaviour among modern retail formats. The study was based on five different formats, viz., hypermarket, supermarket, departmental store, mini market and convenience store. The study of consumer shopping behaviour included their shopping intention; attitude towards modern retail outlet and shopping habit and Structure Equation Modeling (SEM) was applied. The results of the study showed that the attitude towards modern retail outlet and shopping habit had its impact on shopping intention.

Wong and Dean (2009) evaluated the relationship between characteristics of customers as well as stores with the perceived values of stores and loyalty of customers in the Chinese retail markets. The study conducted included shoppers from 200 department stores and supermarkets each. It showed that characteristics as quality, price and customer orientation were significant for enhancing value of stores. The results also suggested that in addition to earlier mentioned factors the customers also expected different shopping experience every time they visit a department store or a supermarket.

Ruiz-Molina et al. (2009) described that customers expect a lot from the retailers, focusing on which will earn customers’ loyalty not only to the retailer but to the organization as well. The authors constructed a model to study the various benefits perceived by the customers that also benefit the organization. The results indicated that the customers perceived two types of benefits – (i) confidence benefits, and (ii) special treatment benefits that influenced the customers’ behaviour resulting in customers’ loyalty for the retailer. It was suggested to the retailers that to earn their customers’ loyalty they should put efforts to gain their confidence by reducing the risk during purchasing and by offering guarantees for the products. This would also help in enhancing the corporate image.
Kumar et al. (2009) discussed the impact of individuals’ self-concept, product-oriented variables like consumers’ need for uniqueness and clothing interest, and brand specific variables like perceived quality and emotional value on his/her purchase intentions of US and Indian brands in the Indian market. The findings indicated that the brand-specific variables were influenced by the clothing interest variable but only for US brands and not Indian brands. The customers’ purchase intentions regarding both US and Indian brands were also influenced by the emotional value variable while perceived quality variable could not influence the customer purchase intentions.

Reimers and Clulow (2009) underlined the importance of time for consumers and its influence on their shopping behaviour. The study also covered the importance of time convenience in relation to malls and shopping strips. The results concluded that the time convenience was a very important factor that influenced the consumers’ patronage behaviour. However, the difference was found in providing that factor in malls and shopping strips by the retailers. The findings suggested that the retailers should focus on providing time convenience to their customers through services like one-stop shopping, extending hours and proximity to home or work.

Reutterer and Teller (2009) studied the influence of various store attributes on the choice of store format by the consumers whether they went out for a major trip or a fill-in trip. The purpose was to know whether consumers patronize more than one store format depending upon the type of their shopping trip, that is, a major trip or a fill-in trip. The results showed that the shopping situation considerably influenced the patronage behaviour of the consumers. The discount stores and hypermarkets were the preferred formats when purchasing utility products on a major trip. However, the fill-in trips were conducted in supermarkets, where the convenience and service factors influenced the consumers.

Meneely et al. (2009) discussed the benefits of segmentation of consumers in groups on different basis. That helped the retailers in focusing and targeting the specific consumer groups. The authors studied the behaviour of consumers that were demographically grouped as elder consumers as they were of the age over 60 years. The results showed that with the
increasing age the shopping behaviour of the consumers changed. It was observed that the elder respondents did not follow multiple patronage of store formats rather they preferred to shop at the local area shop because of the enjoyment of shopping they experienced there. Moreover, it was easy to access those stores rather than other food retail stores.

In his study Gbadamosi (2009) discussed the behaviour of low-income women consumers towards low-involvement grocery products and the presence of cognitive dissonance during that process. The findings of the study showed that the consumers preferred the stores’ own value-range brands than other brands because of the comparative lower prices and their belief that those products were of better quality. Price was important factor for them as they expected value for money for the products purchased. The consumers were also aware of the various sales promotion schemes in their locality and often compared prices for the similar products in different stores. That indicated that the sales promotions affected the consumer behaviour and also their task of price comparisons.

Hansen et al. (2009) examined the existence and state of the strategic complaint management system among the surveyed retailers. The purpose was to know how well the customer complaints were taken and resolved by the retailers indicating the retailers’ behaviour towards their customers’ complaints. The authors categorized retailers in two groups – non-active and medium-active complaint handlers. The medium-active complaint handlers considered high relevance for complaint handling and resolving by compensating customers. While non-active complaint handlers showed no relevance regarding complaint handling or compensating customers. It was suggested in the study that retailers should focus on framing strategic complaint management system as that might help them in knowing various things about their products/services as feed back through customers’ complaints which might help retailers further in establishing themselves in the market.

Grewal et al. (2009) in their study of customers’ shopping experience discussed that it was not only the products but also services of the business that could be counted for creating a shopping experience. They suggested that the efficient customer experience management by the retailers benefits both, the customers and the business. The research was conducted with the help of five macro factors like promotion, price, merchandise, supply chain and location.
existing in the retail environment. It was found that those factors might influence the customers’ shopping experience. The authors projected that those factors were crucial in providing a superior experience to the customers that might further result in high levels of customer satisfaction, their most frequent shop visits, larger wallet shares and higher retailers for the retailers.

Verhoef et al. (2009) discussed the importance of the customer experience for the retailers. They proposed a model related to determinants of customer experience. They found that the social environment, self-service technologies and the store brand were important for customer satisfaction. The previous shopping experience of the customers was found to affect their future experience also. The help of customer experience management approach was also sought to analyze the issues in the study.

Seock (2009) observed that three retail store environmental cue dimensions, that is, customer service, convenience and physical atmosphere influence the store patronage behaviour of the consumers. The consumers found first two factors as significant while shopping at department store and specialty store. The results of the study also indicated that physical atmosphere of the stores was not very appealing and so consumers preferred to shop through Internet.

Hsu et al. (2010) in study of interrelationship among factors like grocery store image, travel distance, customer satisfaction and behavioural intentions found that store image which was perceived as a second-order construct (Bruhn, Georgi and Hadwich, 2008) was a combination of three factors – merchandise attributes, store ambience and service, and marketing attractiveness. The store image was also considered as an important attribute that was reflected directly through the customer satisfaction than behavioural intentions. The existence of a direct link between customer satisfaction and travel distance indicating retailers to manage the distance constraint to attract more customers was also reflected in the study.

Baltas et al. (2010) observed in their study of consumers’ behaviour of multiple store patronage that a set of factors such as customer income, satisfaction and expenditure affect
their loyalty towards a single or multiple stores. The customers were also observed to be influenced by the cost-benefit differences and opportunity cost of time. The study suggested that retailers could earn higher profits by gaining customers’ loyalty if these factors are considered and important and implied efficiently.

Cornelius et al. (2010) found in their study that storefront displays not only attract customers but also influence the image of the store. Storefront displays are used as a medium to tempt consumers to visit that store which may also result into purchase transaction. This greatly helped retailers to beat the competition. The results of the study indicated that more innovative storefront displays earn better store image indicated by more customers visiting that store.

Paswan et al. (2010) examined the relationship between the consumers’ motivational dimensions and their shopping patronage regarding a retail store, domestic or international. The results of the study indicated that factors, such as, functional benefits, money spent, and familiarity with the store motivates consumers’ preference towards small stores. While women consumers also responded that large stores provide better functional benefits and also provide economical support to the local place.

The foregoing review of the existing literature reveals that not much research has been conducted in India relating to emerging trends in retailing, particularly regarding changing trends in retail formats and consumers behaviour in a metro city. Several studies relating to the various aspects of retailing, viz., entry of organized retail in India, share of organized and unorganized retailing, impact of organized formats on unorganized retail formats and their perceptions of new formats, changing trends of Indian retailing, future of organized retailing, etc. are available, but hardly any comprehensive study is available that has been conducted with all these factors taken together. Therefore, this study is designed to fulfill the needs of the marketers and academicians.